



# Effective Marketing Strategies to Boost Your Business

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A detailed and well-researched **marketing plan** will reveal the opportunities available and help you develop a strategy that gives you the greatest possible advantage for success.



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- What do we want to achieve?
- What are the opportunities?
- Where are we now?
- How will we do it?
- How will we track the performance?



## Define your strategy

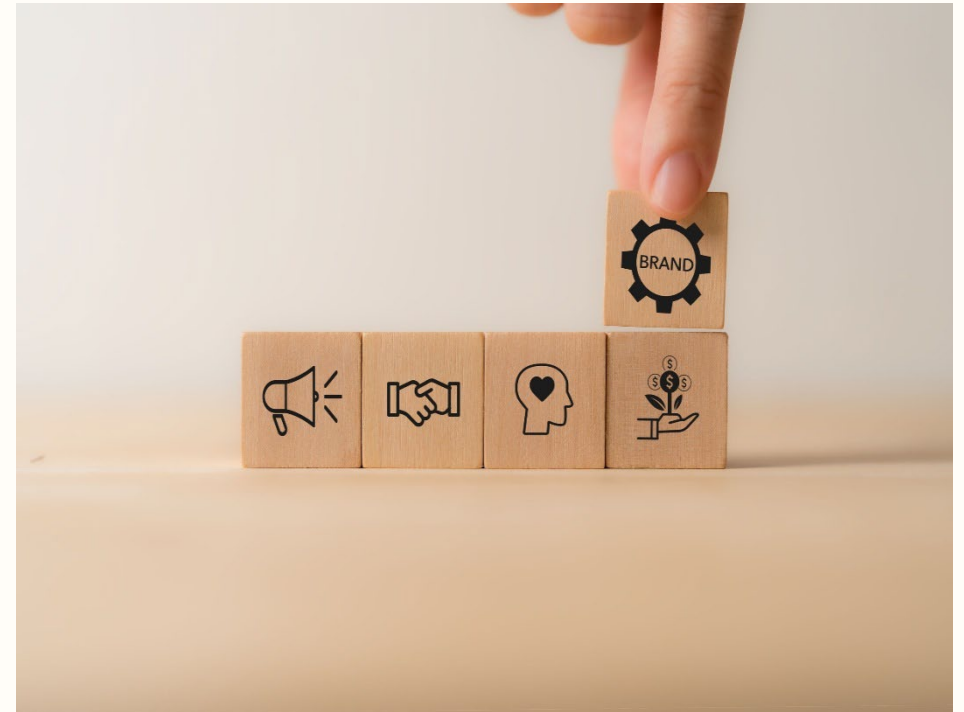
- Create a mission statement – purpose
- Create a vision statement – goals





## Establish your brand.

- Employees & customers benefit knowing who and what you are
- Delivers a message clearly about who you are
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Cements loyalty







## Know who your customers are.

Who is your target market?





## Establish benefits, features and value.

How do flowers, plants, and your services enhance your client's life?





## Know who your competitors are.

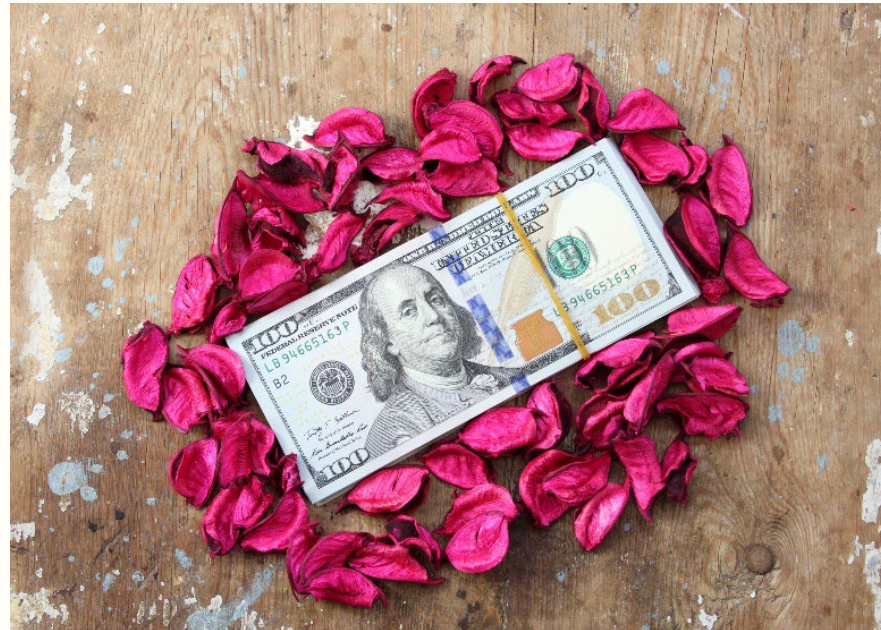






## Plan your marketing investment (budget).

How much time, money, effort & energy are you willing to commit to?





## Use cross marketing

- QR codes
- Web address on all advertising
- Social media
- All marketing materials should lead back to your location, social media, and website
- Collaborating with other businesses
- Influencers





## Tap your partner and network marketing opportunities.





## Engage in public relations.

- The human side of your brand, your unique story...share it
- Awareness of your brand
- Reputation - not just damage control
- Press releases
- Be visually compelling and interactive
- Community involvement







## You must be tech-savvy.

- Generate ways to collect email addresses
- Email marketing
- YouTube and blog posting
- Embrace social media & know the generations that use it
- Check Yelp & Google Alerts
- The digital lexicon: hashtags, likes, subscriptions, follows, shares
- AI-generated content and data tracking
- Influencer





## Resources

- FTD Webinars & Virtual Design Shows
  - [www.FTDi.com/FTDUniversity/WebinarMaterials](http://www.FTDi.com/FTDUniversity/WebinarMaterials)
  - [www.YouTube.com/FTDMercuryNetwork](http://www.YouTube.com/FTDMercuryNetwork)
- FTD local marketing materials
- Society of American Florists (SAF)
  - *Floral Management* magazine
- *Florists' Review* magazine
- State and local florist associations



# Effective Branding Strategies to Build Your Business



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